

# A Study on Persuasive Effect of UGC & eWOM in Increasing Brand Traffic

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**Abstract**— Consumer behavior is always the favorite arena of research for the student of Marketing. In digital era, different dimension of consumer behavior are under scanner of researchers. Present study enquires motivational role of customer created contents and transmitted information in triggering the intention of visiting the website of the brand. Empirical evidence was collected from 256 respondents by online survey method. Internal consistency was validated with Cronbach's Alpha value. Hypothesis of the studies were examined with Correlation and Regression Analysis. Substantial evidence established significant influence of customer created contents and electronic word of mouth in creating the willingness to visit the website of the brand and also in taking part in social feedback mechanism.

**Keywords**—User Generated Content, electronic word of Mouth, UGC, eWOM, consumer behavior.

## I. INTRODUCTION

Introduction on internet technology and social collaborative platforms have incorporated major shift in consumer behavior process. Social networking sites have simplified creating any kind of posts and sharing with other users in the platforms without any restriction. Empowerment of creating and sharing contents has also changed post purchase behavior of customers. After purchase and consumption of any product, customers are equipped to share their opinion with millions of other members in social networking platforms. Researches have already established increased dependency of digital age customers on shared opinion and experience of other customers in their own buying decision making process. Brand promoted contents and advertises are not enough to convince customers to achieve favorable decision towards brand. So marketers have started facing new challenges. Customers have started to consider shared opinion of other customers in their decision making process. Bringing traffic into the website is a challenge for almost every brand as volume of brand traffic is directly proportional to the sales volume. Marketers practice several digital marketing techniques as Search Engine Optimization (SEO), Search Engine Marketing (SEM), and Social Media Marketing (SMM) etc but effectiveness of these strategies are reducing. The study investigated the role of shared opinions and experience in increasing website visitors for the brand with respect to consumer electronics items along with motivational role of UGC and eWOM in encouraging customers to take part in social feedback.

## II. LITERATURE REVIEW

During literature review, emphasize was given to understand the impact of post purchase behavior of customers in social networking sites on buying decision of other customers in digital platform. Arif et al. (2020) advocated significant influence of UGC in Facebook in clothing industry after examining the role of brand related experience shared by customers after purchasing and use of garments. The study used 'stimulus-organism-response' framework and substantially established association between brands related positive reviews in social network platform with positive brand attitude. Zhang et al. (2021) affirmed role of positive ratings and reviews on purchase intention. Study argued in favor of numerical ratings in building perceived effectiveness of the brand. Mayerhofer & et al. (2020) evidently established persuasive effect of User Generated Content and Electronic Word of Mouth in Purchase Intention. Takeyas (2018) analyzed direct and indirect effect of transmitted information in social media platforms and acknowledged significant influence of UGC and eWOM on willingness of purchase. Ivana P (2021) examined behavior of consumers in e-commerce platform in Jakarta and evidently established influential role of shared experience of other customers. Role of passed on information in triggering impulse buying were examined by Zhang & et al. (2018) in their study with three popular websites of China. The study substantially established association of impulse buying with shared experiences in social media platforms. According to study conducted by Lim W (2015) electronic word of mouth is highly associated with consumer perception, perceived risk and customer intention to purchase.

### Objective of the study

Objective for the study was identified after extensive literature survey. The study was conducted with following objectives

- To understand the influence of user Generated Content (UGC) in increasing Website Traffic
- To examine the influence of Electronic Word of Mouth (eWOM) in increasing Website Traffic
- To understand if there is any difference in behavioral response depending on Gender of customer

### Hypothesis of the Study:

*H<sub>01</sub>*: User Generated Content does not influence Website Visit.

*H<sub>02</sub>*: There is no influence of Electronic Word of Mouth on Website Visit

H<sub>03</sub>: With respect to Gender, customers respond similarly being influenced by UGC and eWOM

III. RESEARCH METHODOLOGY

The study used ‘Stimulus-Response’ framework to build causal framework. Data were collected from 256 respondents by online survey method using structured questionnaire. Responses were recorded using five pointlikert scales. Internal consistency of the measures was established by calculating Cronbach’s Alpha value. The study conducted Regression analysis to test Hypothesis – I and II. Independent sample t test were conducted to understand whether Indian customers respond differently depending on gender of the customer.

Internal Consistency of Measures

Internal Consistency of the measures was determined by Cronbach’s Alpha value. It is one of the most accepted measures to validate internal consistency in social sciences. Reliability of the measures are ‘good’ fit if the value of Cronbach’s Alpha value is greater than equal to 0.80 and study can ‘accept’ the measures if the value is greater than equal to 0.70.

TABLE 1. Internal Consistency of Measures

Construct	Cronbach’s Alpha Value	Remarks
UGC	0.80	Accepted
eWOM	0.776	Accepted
Website Visit	0.82	Good

Cronbach’s Alpha value of UGC 0.80 and Website Visit is 0.82. On the other hand the same for eWOM (0.776) is also very close to 0.80. So all the values obtained are highly satisfactory and substantially established consistency of the measures.

IV. RESULTS OF HYPOTHESIS TESTING

TABLE 2. Regression Results - Hypothesis – I

Model Coefficients - Website Visit			
Predictor	Stand. Estimate (β)	t	p
Intercept		6.02	< .001
UGC	0.525	9.83	< .001

Results (β=0.525, t=9.83, p <0.001) evidently rejects null hypothesis and accept alternative hypothesis by established influence of (UGC) on Website Visit.

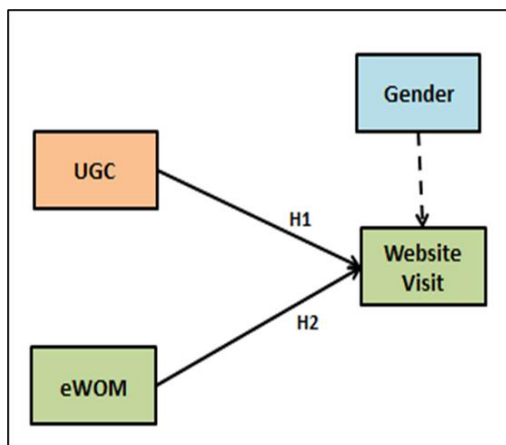


Fig. 1. Causal Model

TABLE 3. Regression Results - Hypothesis- II

Model Coefficients - Website Visit			
Predictor	Stand. Estimate	t	p
Intercept		6.3	< .001
eWOM	0.503	9.27	< .001

Obtained outcomes (β=0.503, t=9.27, p <0.001) substantially advocates significant influence of eWOM on Website Visit by accepting alternative hypothesis for Hypothesis-II.

TABLE 4. Independent Sample t test

	Statistic	df	p	
Website Visit	Student's t	0.593	254	0.553

Study conducted Independent sample t test to understand whether there is any significant difference in response (visiting website) of Indian customers based on Gender. Results of the analysis (t(254)=0.593, p=0.553) strongly accepts Null hypothesis for Hypothesis-III and establishes similar response of visiting website for both male and female customers being persuaded by UGC and eWOM.

V. CONCLUSION

Post purchase behavior of today’s customers is not limited to sharing of brand related experiences to the keens but has been extended to millions of social networking sites users. Present study investigated whether like other behavioral responses as Purchase Intention, Impulsive buying, UGC and eWOM plays any persuasive role to increase Website Traffic for the website of the brand. Significant influence of UGC and electronic word of mouth to stimulate the willingness of visiting website, have been established. Study also revealed that there is no significant difference in the response to given stimuli with respect to the gender of customers.

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